



COUNTY OF PLACER
ADMINISTRATIVE SERVICES DEPARTMENT

JERRY GAMEZ
Director of Administrative Services
Procurement Services Division
2964 Richardson Drive, Auburn, CA 95603
Phone: 530-889-7776

January 6, 2012

RFP No. 10142
Agricultural Marketing Program

Addendum No. 2

A pre-proposal conference was held on January 4, 2012. During this conference County staff fielded questions and clarified issues relevant to the RFP and the project in general. Because the responses may be beneficial to all prospective proposers, the responses are hereby provided as an addendum. In cases where this addendum may conflict with the original RFP, this addendum shall prevail.

The Attendance Sheet from the Pre-Proposal Conference is available as a separate document posted on Procurement's website at: www.placer.ca.gov/admin/procurement/openbids.aspx

The deadline for submitting questions regarding this RFP is January 13, 2012

The deadline for responding to this RFP remains the same: **January 23, 2012 - 5:00 pm**

	QUESTION	ANSWER
1.	Should the focus of this marketing program be local, regional, national, or other?	The primary goal of the program is to increase awareness of the availability of local agriculture., and in turn increase sales for local farmers. The selected Consultant should be prepared to recommend where the marketing efforts should be focused to achieve this goal. The program should focus on growers and commodities throughout the County, not a specific farm or group of unrelated farms.
2.	How should this program address the County's large agricultural producers for commodities such as rice, timber, and cattle?	This program is not intended to address those commodities, as they already have well-established nationwide and international customers. This program should focus on the small producers who need more localized marketing support, and commodities such as mandarins, wineries, and varieties of produce found at the local farmers' markets.

3.	Will this program be operated in cooperation with PlacerGROWN? If so, how?	<p>The Consultant will need to develop an understanding of the PlacerGROWN program and make recommendations on how it can be utilized.</p> <p>PlacerGROWN is a private, non-profit organization, separate from the County agricultural marketing program.</p>
4.	How will the success of the program be measured (reference Section 4.1 of the Scope of Work)? Does the County have existing benchmarks that will be used as a basis point?	There are no current benchmarks to use. The selected Consultant will be expected to suggest a method to establish those benchmarks, as well as metrics or methodologies to be used to measure the effectiveness of the marketing program.
5.	Is there any information in the Annual Crop Report that can be used for this purpose?	Not really, the annual report only includes very general information such as number of acres for each crop, estimated number of pounds produced, and average price.
6.	Is there any existing data on local sales vs. out-of-area sales?	No, there is no known repository for this information.
7.	What are the options for renewing/extending the resulting contract beyond the June 2013 date stated in the RFP?	If the program is successful, the County would consider renewing the contract with the selected Consultant on a year-to-year basis, provided sufficient funding is available. A longer contract term may also be considered.
8.	Is there funding available for marketing materials?	The estimated budget of \$60,000-\$80,000 stated in the RFP is solely for the marketing services provided by the successful Consultant. The County has an additional modest budget available to purchase marketing materials, advertising, etc. The exact amount and nature of the materials will be determined by the County and the successful Consultant.
9.	Are proposers allowed to offer a flat fee Cost Proposal instead of itemized?	Proposers are requested to provide itemized proposals in order to clearly indicate to the County what the proposed level of effort is and the cost for each task. The County reserves the right to negotiate the addition, deletion, or reduction of tasks with the successful Consultant in order to meet the optimum goals of the program.
10.	What reimbursables will the County allow the Consultant to bill for?	Reimbursables are generally defined as travel costs, lodging, reproduction, etc. The County will carefully analyze any proposed reimbursables and negotiate the reduction or deletion of any costs that are determined to be excessive or inappropriate.
11.	What are the Consultant's reporting requirements to the County?	The Consultant will be required to report and/or meet with the Agricultural Commissioner not less than monthly to discuss the Consultant's work effort and status of the program.

12.	How long does the County anticipate the Consultant to take for planning and developing the marketing the program prior to implementation?	It is desired that the planning and development phase be completed by late April or early May and that marketing begin immediately thereafter in order to coincide with the local growing/harvest season. Proposers should include a plan and schedule in their proposal in order to illustrate your approach to the program.
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In accordance with Section **7.7.A.** of this RFP, your cover letter must include a statement of assurance that your proposal was prepared in consideration of the issues addressed in this addendum.

Direct all questions regarding this RFP to:

April Pay
Placer County Procurement
Phone: 530-889-4253
Email: apay@placer.ca.gov